

Mayor's Commission on Poverty Reduction

Meeting Minutes

Date of Meeting: September 26, 2013

Minutes Prepared By: Susan Perry/Nora Farrell

1. Purpose of Meeting: To present background information, review the plan for town hall meetings, and discuss approaches to reduce poverty through early childhood education.

2. Attendance at Meeting

Mayor Fraim	Councilman Protogyrou	Councilwoman Williams	Judy Begland
Lynne Berg	Nash Bilisoly	Sandra Brandt	Tristan Breaux – <i>not present</i>
Gary Bryant	Hosey Burgess	Clarence Coleman	William Crow – <i>not present</i>
Deborah DiCroce	Anthony DiFilippo	David Harnage	William Harrell – <i>not present</i>
Kurt Hofelich	Richard Homan – <i>not present</i>	Kirk Houston	Sharon Houston
Adale Martin	Courtney McBath – <i>not present</i>	Sheriff McCabe – <i>representative</i>	Thaler McCormick
Chuck McPhillips	Suzanne Puryear	Jerry Robinson	L'Tanya Simmons
Sharon Riley	James Rogers	Sarah Sterzing	James Wofford
Chief Goldsmith – <i>not present</i>			

3. Agenda

- I. Welcoming Remarks – Mayor Fraim, Co-Chairs
- II. Update on Current issues and Workgroup Meetings
- III. Update on Forthcoming Town Hall Meetings – Oneiceia Howard
- IV. Presentation/Discussion: *Early Childhood Development* – Sarah Sterzing, Suzanne Puryear, Thaler McCormick
- V. Small Group Deliberations and Report Outs
- VI. Closing Remarks

4. Meeting Notes, Decisions, Issues

- I. Welcoming Remarks – Mayor Fraim, Co-Chairs
 - a. Councilman Protogyrou welcomed Commission members. He shared that City Council discussed that some city employees are not making a living wage at their Council retreat. City Council wishes to change this and is taking the appropriate steps to increase the wages for those folks in this category.
 - b. Councilman Protogyrou mentioned other ideas that were discussed at the retreat such as 24-hour daycare, preschool availability for all Norfolk children, and a 5-year school plan that includes a safety net and a literacy plan.
- II. Updates
 - a. Saphira Baker opened the floor for Commission members to discuss any events in the community (like the poverty presentation at the Up Center), pertinent research, or updates from workgroups that impact the work of the Commission.
 - i. Sarah Sterzing – (Early Childhood Development) expressed a concern regarding the commission's lack of discussion around health and justice. Saphira Baker suggested that this may be included in the work of the four workgroups, or can be addressed once we see what emerges..

Mayor's Commission on Poverty Reduction

Meeting Minutes

- ii. Kurt Hofelich – (Youth Education and Career Pathways) gave an update on workgroup progress. They are calling on subject experts to shape their work and called on Sara Bishop from the United Way to talk to them about the P.B. Young Elementary pilot program and the collective impact approach, and how that might be applied to other communities. They also spoke with Linda Rice from the Community Foundation who discussed career pathways and how counselors can help youth understand career paths and growth opportunities. He stated their target population would be K-12. They are working to identify derailment factors. Through this process of understanding current programs and factors they would like to come up with 4-5 key tactics.
 - iii. Hosey Burgess – (Workforce Development) stated that their target population is adults age 18-45 who are underemployed, unemployed, and/or have low levels of education, and those with criminal records. They approved their charge.
 - iv. Suzanne Puryear (Early Childhood Development) stated the workgroup had met one time and identified their target population as all children 0-6 years living in Norfolk. The workgroup looked at access and what that means (Where are the centers located? How many high quality daycare centers are there in high poverty neighborhoods? What are the reimbursement factors?). They also explored the idea of “economic partnerships for human capital”. This is the idea that nothing is free, and corporate, private, for-profit companies could sponsor high-quality care centers and harness the economic power of partnerships.
 - v. Thaler McCormick (Neighborhood Revitalization) shared with the Commission that their workgroup had met and discussed decentralizing poverty and stabilizing neighborhoods. Housing options were also discussed and the group believes this is a regional issue that Norfolk cannot tackle alone. A comprehensive and affordable housing approach is what they'd like to identify as a key task. They discussed possibly looking into the State trust fund. Mayor Fraim was interested in Richmond's trust fund as a model.
- b. Saphira Baker asked for an update from any members who attended the UP Center's presentation by Marcella Wilson, Ph.D. from Detroit on the Matrix Human Services Model.
- i. Jim Wofford – Stated that what he took away from the presentation was that extra/additional money was not needed to coordinate services. Rather, one needed to examine current funding by organization or service and determine a better coordination strategy. He stated barriers exist, but the commission would need to develop strategies to remove them.
 - ii. Adele Martin added that there needs to be a strong coordinating agency or organization that does the system coordination.
- c. Oneiceia Howard updated the Commission on the scheduled Town Hall Meetings. The Process was discussed. A sign-up sheet was distributed for Commission members to help facilitate small group discussions.
- i. The purpose of the Town Hall Meetings is to engage residents from the very beginning. There will be one overall facilitator and 4 facilitators for the small group discussions (broken down into the workgroup topics). The facilitators will be provided talking points. She noted that it is hoped that residents/citizens will be more inclined to talk in smaller groups. The groups will be asked to discuss four questions.
 - ii. Mayor Fraim – recommend that the questions focus on what we are doing well and how can we improve what we are doing, as well as getting ideas for improvement.
 - iii. The current communication plan was discussed. Councilman Protogyrou suggested talking with Alton Robinson (Citizen) on how to distribute information. He suggested hanging invites on doors.
- d. Early Childhood Education Presentation by Suzanne Puryear, Sarah Sterzing, and Thaler McCormick.
- i. Main Point: Education is the way out of poverty and it begins before the child gets to school.
 - ii. Lack of High Quality Childcare:
 - 1. Current progress: a quality rating system has been put in place (QRIS) through Smart Beginnings.
 - 2. Issues: licensing - most in-home providers are under the radar because they are under the minimum number of children to require licensing. Presenters showed a map depicting “star” rated centers in relation to high-poverty areas. They gave an example of a snapshot of a working class

Mayor's Commission on Poverty Reduction

Meeting Minutes

- neighborhood and there were no high-quality in-home providers – this presents a problem of access.
- iii. Thaler McCormick – (ForKids) presented statistics on the population she works with at ForKids. In the summer, the need for childcare often drives families into homelessness. Schools are “cheap childcare” and when children are on summer break, parents do not have affordable childcare.
 - 1. 69% of the parents she works with are employed and 35% work full time. Less than 50% of them have at least a GED.
 - 2. Major needs are extended hour, overnight and weekend childcare.
 - 3. Thaler presented a budget for a typical client that presented a clear picture of the problems faced by those living in poverty. Childcare for 1 child is at least \$500.00/month, leaving no extra money to find better quality care.
 - iv. Sarah Sterzing – Explained how a child's brain develops and needs stimulation to grow.
 - v. The group presented programs that are already in Norfolk, VA. (Norfolk Public Schools, Norfolk ready by 5, Norfolk Public Library's Babygarten, 2-1-1 at The Planning Council, home visiting, and the Head Start Program)
 - 1. Quality care providers are beginning to drop the number of children they accept so that they don't have to be licensed. Commission members questioned: What are some of the incentives are to become licensed? Are there best practices?
 - 2. The QRIS system focuses on improving the child care environment and the engagement between teacher and child. Participation costs a child care center a significant amount of money.
 - 3. TANF subsidies are limited to a five-year period which makes it difficult for people living in poverty to create lasting change.
 - 4. Mayor Fraim asked if there are other examples in Virginia or elsewhere that are doing this well?
 - a. Roanoke
 - b. North Carolina
 - c. Virginia Beach/Suffolk – long time
 - 5. Childcare is not subsidized from local government. Why not?
 - e. Small Group Discussion
 - i. Question: The two most effective strategies that the Commission can recommend to help children be better prepared for school are x and y?
 - 1. Identify kids in poverty, conduct resource mapping and identify gaps.
 - 2. Conduct an educational campaign about brain development (Partnerships with OB-GYN, NPS, hospitals) – Create a “manual about pre-natal to school development through cultural change.”
 - 3. Quality standardization of child care across the city (start with areas of poverty)
 - 4. Leverage city assets (regulatory, licensing, and financial) to expand childcare opportunities. Change zoning ordinances
 - 5. Link pre-K centers and Norfolk Public Schools curriculum (Dr. King)
 - 6. Consider lab schools.
 - 7. Expand the number and quality of childcare providers and system capacity.
 - a. Revolutionize technical assistance with “senior corps” model
 - b. Train in-home providers
 - 8. Create high quality centers in high poverty areas
 - 9. Bring more financial resources into the system
 - a. Bridge gap in daycare subsidy
 - b. Working with employers for incentives
 - f. Closing Remarks
 - i. Mayor Fraim thanked everyone for giving of their time and for the good work that was being done by the Commission. He mentioned that the City is committed to improving early childhood education in Norfolk.
 - ii. The next meeting will be on October 24th (location TBD) and we will have a presentation by the Youth Education and Career Pathways group.